

Addendum to FSC-67-A		6/6/97	
SUBJECT: Third Quarter 1997 Workplan Updates			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	<input type="checkbox"/> Sales Rep	
<input checked="" type="checkbox"/> ROM		<input type="checkbox"/> Retail Rep	

DORAL has revised and added several programs to protect and grow the brand in the upcoming months. Your Region Manager recently received a communication from your Area Vice President outlining critical revisions to DORAL's strategic plan, including execution timeframes for the remainder of 1997 (Re: FSC-95-B in Netscape/RJR Pubs).

Key topics in the document include:

- Pricing
- Price Communication
- Presence
- Other (Box CIV Distribution, Personal Selling - CTS, Direct Mail)

Your execution of the revised plan will ensure DORAL's performance is not negatively impacted by increased competitive activity. In addition, the promotion workplan calendar for DORAL has changed for third quarter as listed below. WINSTON Launch promotions are also included in these third quarter workplan updates.

July

- DORAL Supermarket Pack Promotion 40¢/2 Packs in conjunction with DORAL 2-Pack Discount Cards for supermarkets w/RJR promotional pack platforms (new program).

NOTE: 7 DORAL Priority Supermarket Regions, refer to Footnote ④ - July Workplan Logistics, Page 14.

(Replace Page 14 in Third Quarter Workplan FSC-67-A with revised 6/4/97 page.)

August

- WINSTON B2G2F
- WINSTON Cigarette Tobacco Stores (CTS) Carton Onsert
- WINSTON 30¢ Off 1 Pack DPC

(Replace Page 16 in Third Quarter Workplan FSC-67-A with revised 6/4/97 page.)

September

- DORAL Cigarette Tobacco Store (CTS) Continuity Onsert Promotion replaced with "Buy 1 Carton Get 5 Packs Free" promotion (revised program).
- DORAL Supermarket Pack Promotion 40¢/2 Packs in conjunction with DORAL 2-Pack Discount Cards for supermarkets w/RJR promotional pack platforms (new program).

NOTE: 7 DORAL Priority Supermarket Regions, refer to Footnote ⑥ - September Workplan Logistics, Page 17.

Noted